

Cabot Partners Capabilities Discussion

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Discussion Agenda

- Introduction
- Strategic Services
- Go to Market Services
- Examples
- Discussion

Introduction

- **Who:** IT Analyst and marketing services firm
- **When:** In business since 2006. **Over Ten Years.**
- **Clients:** IBM, Intel, HP, Brocade, SAP, ANSYS, Adaptive Computing, Morgan Stanley, Harvard University, RPI, Public Sector and others
- **Where:** East and West Coast with extensive partner network

Why Cabot Partners?



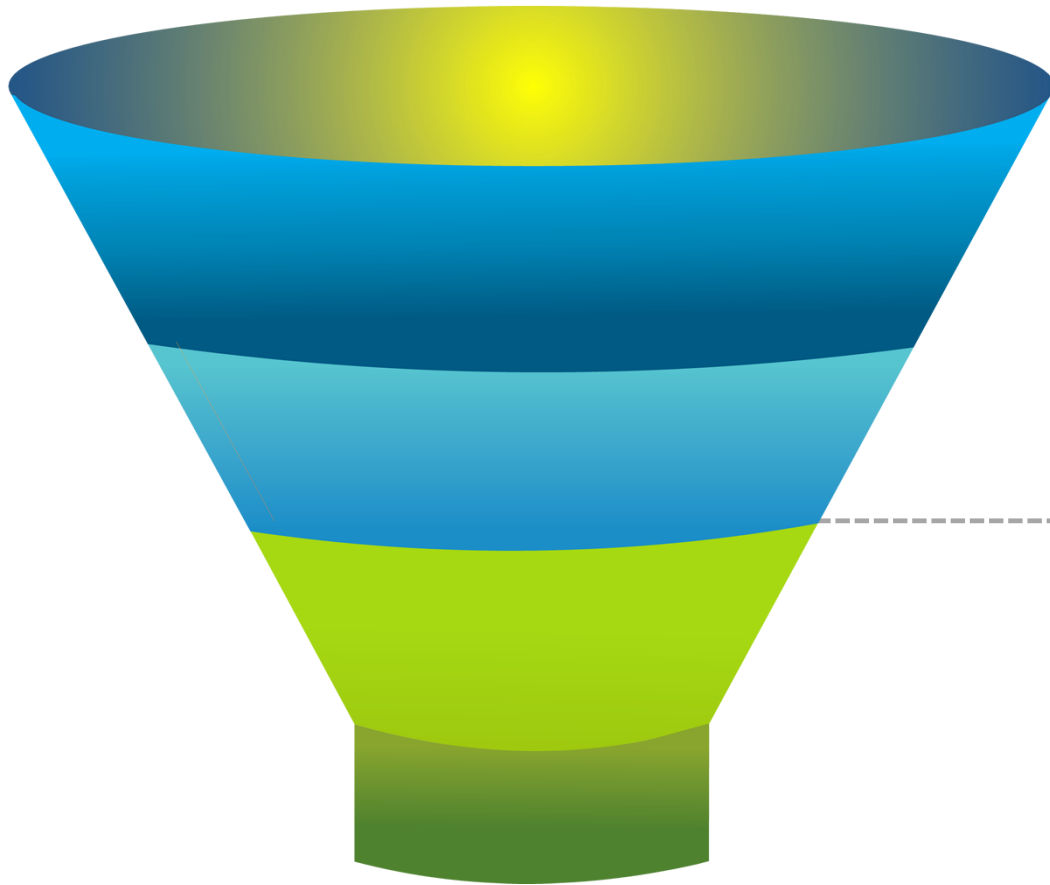
- **Unique perspective:** Third party view with deep business and IT expertise and dealing directly with senior management.
- **Deep IT expertise:** Ranging from analysis, business strategy, architecture and implementation
- **Diverse industry vertical knowledge:** Spans financial services, manufacturing, life sciences, healthcare, oil and gas, telecommunications and others
- **Significant marketing/sales enablement experience:** Content messaging, writing and delivery in multiple formats; sales enablement and demand generation
- **Actionable deliverables:** Customized content assets and highly targeted demand/lead generation services

What Cabot Partners Provides



- **Extensive expertise:** Software, Hardware and Services
- **Areas:** Big data analytics, Machine learning/AI, Cloud computing, IoT, Security, Mobility, High performance computing
- **Applications:** Industry value props., Business driven development, etc.
- **Assessments:** Industry/Market segment analysis, Competitive analysis, Total value of ownership analysis, Solutions evaluations/surveys, etc.
- **Assets:** Thought-leadership whitepapers, eBooks, 3D Videos, etc.
- **Exposure:** Broad and Highly targeted and qualified

Comprehensive Sales Enablement



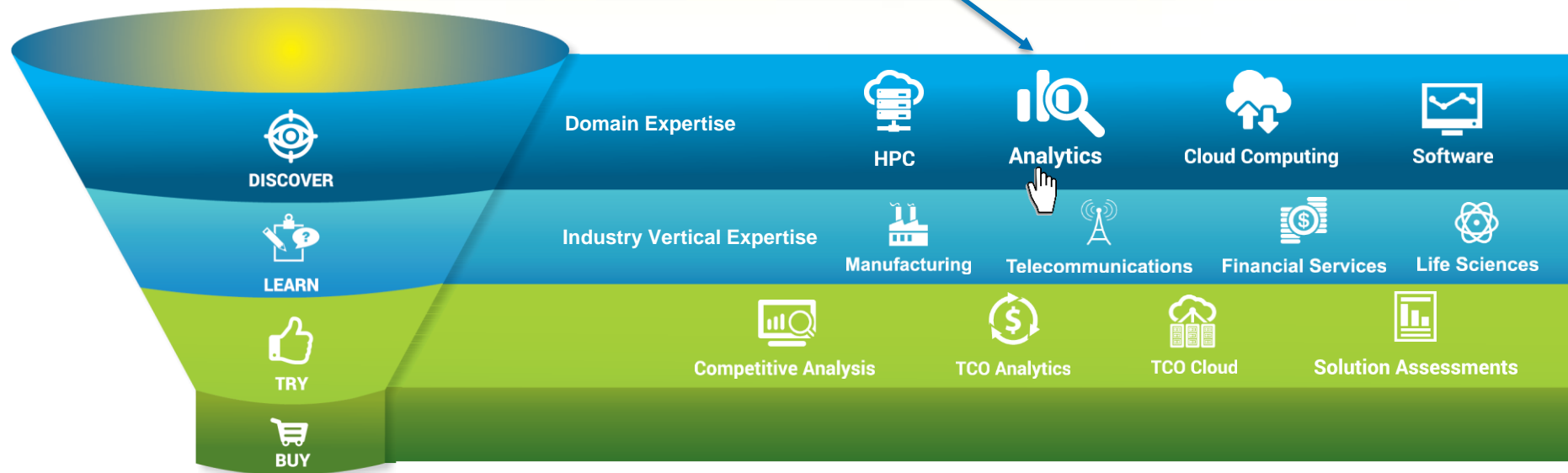
Strategic Services

- Industry / Market Insights
- Competitive / Segmentation Analysis
- Thought Leadership White Papers
- Total Cost of Ownership Analysis
- Solution Assessments

Go-to-Market Services

- 3-D Videos
- Solution Briefs
- Webinars / Panel Discussions
- Infographics / E-books
- Responsive Websites
- Mobile Applications
- Lead Generation

Click on icons to see examples of assets



Go-to-Market Services

Click on icons to see examples of assets



Client Feedback

- “This is a masterpiece!”
- “Up-to-date knowledge of and intimate familiarity with current breakthrough technologies for performance, productivity, and environmental efficiency”
- “A refreshing "get-it-done" attitude and attention to detail”
- “Top notch, easy to work with and most knowledgeable”

Discussion

- How can we work together?

